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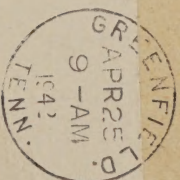
62261

**R. R. McUMBER**

GROWER OF

*Strauberry Plants*

Greenfield, Tennessee



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
Fruit and Vegetable Crops and Diseases

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U. S. DEPARTMENT OF AGRICULTURE



# McUmbert's Strawberry

● **BLAKEMORE, YELLOW-FREE STRAIN**—The leading variety of the United States, both in acreage and nursery sales, constitutes about 25 percent of the total strawberry acreage. McUmbert Farms points with pride to the recognition of the attention given the Yellow Free Strain of Blakemores according to the following quotation from the American Fruit Grower, nationally known horticultural magazine. "The original Blakemore Strawberry was susceptible to the yellow-leaf disease and it was only through chance that one yellow-free strain was discovered by Tennessee Grower Ralph McUmbert and his foreman, Jesse Needham, among a lot of poorly packed plants damaged by shipment."

● The Yellow-Free Strain of Blakemores is a heavy producer of plants, a prolific yielder, and will produce under adverse conditions. The berries are of good size, slightly larger and more uniform in shape than those of the Missionary. It stands shipment better than the Klondike, and has a bright red color. It is an acid berry, though slightly less acid than the Klondike.

## **KLONMORE**

● **THE ~~KLONDIKE~~ OR B-K 630**—The new strawberry that is proving so popular in Louisiana and the Southern States. It was only recently developed in Louisiana by Dr. Julian Miller, and is already taking an important place in the Louisiana strawberry industry, and will be even more popular this year. It is a cross between the Klondike and Blakemore and is handsomer, earlier, and finer than the old Klondike. It is best adapted to the Southern States, and is so disease resistant that the usual sprays needed in these sections have not been necessary. It is of a very high dessert quality, and is a good shipper.

● **MISSIONARY**—A very popular strawberry in the deep South. It is especially adapted to sandy soils, and is an excellent plant maker. It has an average yield of berries, the quality of which is very good. It grows very vigorously, but is not especially well adapted North of the Mason-Dixon Line. McUmbert Farms plants are healthy, stocky plants, and this year have one of the best root systems that I have ever seen.

● **THE IMPROVED KLONDIKE**—The Klondike is the second most popular strawberry in the United States. The Improved Klondike is more resistant to disease than most strawberries. It is a free plant maker and can usually be counted on for a crop. The Improved Klondike Berries usually command a market premium because of its good red color, splendid flavor, and ability to withstand shipment. It is widely adapted for soils



# erry Plants For 1942

and climatic conditions. I feel sure that the quality of my Klondike plants is unsurpassed in the United States.

- My plants have been given very careful attention since they were set, and the same care is exercised in digging and packing. The plants are dug by experienced employees and placed in bundles, each of which contains 26 plants. The accuracy of count is insured by constant checking by field inspectors. The plants are then packed in a manner that will exclude air from the roots and yet expose the crowns to air. We dig around 300,000 plants a day.

- Prompt attention is given each order and careful supervision insures that they will be filled as nearly as possible on the desired date.

## PRICES ARE AS FOLLOWS:

100,000 AND OVER ..... \$1.75 Per Thousand  
Less than 100,000 and over 5,000, \$2.00 Thousand  
Less than 5,000 and over 1,000, \$2.25 Thousand

## F. O. B. GREENFIELD

Less than 1,000 ..... 60c per Hundred, Postpaid

I recommend getting the plants by car or truck as they can be gotten the day they are dug.

## CULTURAL TIPS.

- Reasonably fertile, well drained soil free from weed and grass seeds should produce good strawberries.

- The ground should be carefully prepared as in the preparation of the seedbed for corn. The rows should be bedded in the fall with low ridges, three and one-half feet apart. The plants should be set at two and one-half foot intervals. With this spacing, between 4,000 and 4,500 plants are required for an acre. A good method of setting is carried on by two persons. One person uses an ordinary shovel and makes a hole with one stroke in the carefully prepared seedbed, and at the same time the other person places the plant in the hole using a slinging motion. The hole is then closed by pressure from the foot. Great care should be exercised to get all the roots covered and also leave the crown exposed.

- Frequent light cultivations are necessary for best results, and also frequent hoeings are needed both to keep down the grass and weeds and to place runners.

- Applications of fertilizers are recommended for use in the fall following setting and before the bloom period the following spring. The most successful time for setting is as soon as the winter freezes are over.

